

What is claimed is:

1. A method of associating at least one criterion on a page to at least one product, comprising,
providing the at least one criterion,
receiving option selections based on the criteria,
assigning membership grades to the option selections,
relating the option selections to the products, and,
forming a master membership grade for the products
based on the option selection membership grades.
2. A method according to claim 1, wherein receiving options selections based on the criteria further comprises receiving an initial option selection and a submitted option selection.
3. A method according to claim 1, wherein receiving option selections based on the criteria further comprises receiving at least one revised option selection.
4. A method according to claim 1, wherein providing at least one user criterion further comprises providing a radio button selection scheme.
5. A method according to claim 1, wherein providing at least one user criterion further comprises providing a check-box selection scheme.
6. A method according to claim 1, further comprising updating the page in response to receiving the user's option selections.

7. A method according to claim 1, wherein assigning membership grades to the option selections further includes,
 identifying a submitted option selection, and,
 assigning a greatest membership grade to the submitted option selection.

8. A method according to claim 1, wherein assigning membership grades to the option selections further includes,
 identifying an initial option selection, and,
 assigning a second greatest membership grade to the initial option selection.

9. A method according to claim 1, wherein assigning membership grades to the option selections further includes,
 identifying at least one revised option selection occurring between an initial option selection and a submitted option selection, and,
 assigning respectively decreasingly valued membership grades to revised option selections based on order of occurrence.

10. A method according to claim 7, wherein assigning a greatest membership grade to the submitted option selection further includes assigning the submitted option selection a membership grade of 1.0.

11. A method according to claim 8, wherein assigning a second greatest membership grade to the initial option

selection further includes assigning the initial option selection a membership grade of 0.9.

12. A method according to claim 9, wherein assigning respectively decreasingly valued membership grades to revised option selections based on order of occurrence, further includes,

assigning membership grades to revised option selections based on a decrementing schedule of membership grades, the schedule have a greatest value of 0.8 and decrementing in one-tenth intervals, and

assigning a membership grade of 0.0 to all membership grade values less than 0.0.

13. A method according to claim 1, further comprising incorporating membership grades for a redundant selection of an option selection into a single membership grade for the option selection.

14. A method according to claim 13, wherein incorporating the redundant membership grades for a redundant selection of an option selection, further comprises, recognizing only the highest membership grade for the option selection.

15. A method according to claim 1, wherein providing at least one criterion further includes providing a purchase decision question.

16. A method according to claim 1, wherein forming a master membership grade for the products based on the option selection membership grades, further includes,

scaling the option selection membership grades, and,

averaging the scaled membership grades.

17. A method according to claim 16, wherein scaling the option selection membership grades, further includes,

identifying membership grades for an initial option selection,

identifying membership grades for at least one revised option selection, and,

dividing the membership grades for the initial option selection and the revised option selections by the number of criteria.

18. A method according to claim 1, further comprising displaying products on the page according to master membership grade value.

19. A fuzzy logic engine for an interactive product selector, the fuzzy logic engine to associate at least one criterion on a page to at least one product, comprising,

a client for displaying the page,

purchase decision questions based on the products and displayed on the page, the purchase decision questions having at least one selectable option on the page,

a server connected to the client through a network, the server having a first module to receive the selected options, a second module to assign membership grades to the options, and a third module to provide the client with product information to display on the page in response to the selectable options.

20. A fuzzy logic engine according to claim 19, wherein the first module further includes a module to detect an initial option selection and a submitted option selection.

21. A fuzzy logic engine according to claim 20, wherein the second module to assign membership grades to the options further includes a module to assign a first membership grade to the submitted option selection and assign a distinct second membership grade to the initial option selection, the distinct second membership grade being smaller than the first membership grade.

22. A fuzzy logic engine according to claim 20, wherein the second module further includes a module to assign a schedule of decrementing membership grades to at least one revised option selection occurring between the initial option selection and the submitted option selection.

23. A fuzzy logic engine according to claim 22, wherein the second module further includes a module to incorporate membership grades for a redundant selection of an option selection into a single membership grade for the option selection

24. A fuzzy logic engine according to claim 19, wherein the third module further includes a module to associate option selections to products, scale the associated option selections, average the scaled option selections to form a master membership grade, and present the products to the client for presentation.

25. A fuzzy logic engine according to claim 19, wherein the purchase decision questions further include radio button selections.

26. A fuzzy logic engine according to claim 19, wherein the purchase decision questions further include check-box options.

27. A method for facilitating interactive selection of at least one product in a networked environment, the method comprising:

providing at least one product criterion to a client within a page, the product criterion having selectable options,

receiving the selectable options from the client,
assigning membership grades to the selectable options,
and,

providing product information to the client within the page based on the membership grades.

28. A method according claim 27, wherein receiving the selectable options further includes identifying an initial option selection and a submitted option selection.

29. A method according to claim 28, wherein assigning membership grades to the selectable options further comprises,

assigning the submitted option selection a greatest valued membership grade, and

assigning the initial option selection a second greatest valued membership grade.

30. A method according to claim 27, wherein assigning membership grades to the selectable options further includes,

identifying at least one revised option selection occurring between an initial option selection and a submitted option selection,

providing a schedule of decreasing membership grades, assigning decreasing membership grades to the revised option selections based on the schedule.

31. A method according to claim 27, further comprising associating the membership grades to the products.

32. A method according to claim 27, further comprising computing a master membership grade for the products based on the membership grades.

33. A method according to claim 32, wherein computing a master membership grade further comprises,

scaling the membership grades, and, averaging the scaled membership grades.

34. A method of rating product features, comprising providing option selections based on the product features to a consumer,

obtaining the consumer's responses to the option selections,

assigning grades to the responses based on the order of responses, and, prioritizing the product features based on the grades.

35. A method according to claim 34, further comprising,

associating the product features to products, and,
computing product grades based on the product feature
grades associated with the products.

36. A method according to claim 34, wherein assigning
grades to the responses based on the order of responses
further comprises assigning membership grades for a fuzzy
logic engine.

37. A method according to claim 34, further comprising
scaling the grades according to the number of option
selections.